

IN THE CLAIMS

Please amend the claims as follows.

V 102 on 1-4, 7, 12, 16, 17
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6 i f w Webb
8, 13 i f w Lee '170
G 102 1, 3, 11, 12, 16
9, 10, 14, 15 i f w Bush

18-25 V i f w Webb, Simard, Lee

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(Amended herein) A display rack comprising:

a first unit having a plurality pair of first front positioned upright support members and a pair of first rear positioned upright support members, said first unit being [adaptable] adapted to rest upon a supporting floor surface;

a second unit having a plurality pair of second front positioned upright support members and a pair of second rear positioned support members, said second unit being adaptable to be supported by said first unit in an elevated position superimposed on said first unit;

connectors cooperating with at least some of said first and second upright support members for removably attaching said second unit to said first unit; and

a plurality of shelf members ~~associated with~~ attached to each of said first and second units, ~~at least one with a plurality of shelf member members~~ being carried in vertically spaced relationship by each of said first unit and ~~at least one shelf member being carried by~~ said second unit forming first and second rack subassemblies respectively, said shelf members being inclined downwardly in a direction from the respective rear support members to the respective front support members or oriented generally horizontally and having generally upwardly facing product supports.

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2. (Amended herein) The display rack as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said first upright support members and a plurality of receiving sockets associated with at least some of said second upright support members, each of said stakes being insertably receivable within a corresponding socket when said second [[unit]] rack subassembly is supported by said first [[unit]] rack subassembly.

3. (Amended herein) The display rack as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said second upright support members and a plurality of receiving sockets associated with at least some of said first upright support members, each of said stakes being insertably receivable within a corresponding socket when said second ^{N/A} ~~[[unit]] rack subassembly~~ is supported by said first ^{N/A} ~~[[unit]] rack subassembly~~. |

4. (Amended herein) The display rack as set forth in claim 1 including a header assembly for displaying indicia thereon, said header assembly including a plurality of connector members, said connector members being cooperatively engageable with at least some of said second upright support members for removably supporting said header assembly on top of said second ^{N/A} ~~[[unit]] rack subassembly~~. |

5. (Original) The display rack as set forth in claim 4 wherein the connector members associated with said header assembly include a plurality of sockets, said sockets being adaptable for receiving a corresponding stake associated with one end portion of at least some of said second upright support members.

6. (Original) The display rack as set forth in claim 4 wherein said header assembly includes at least one display panel removably mountable thereto, said display panel having indicia thereon.

7. (Amended herein) The display rack as set forth in claim 1 wherein at least one of said plurality of shelf members includes a product organizer member which defines a plurality of product receiving channels associated with said shelf member, said product organizer member forming a product retention opening at the front of each product channel, said product retention openings having a dimension less than the width of a ~~product container positioned within each~~ respective product channel.

8. (Amended herein) The display rack as set forth in claim 1 wherein at least some of said plurality of shelf members include first and second members, said first member including a product support surface and said second member including spaced wire members forming guide rails for guiding products positioned therebetween, said second member being removably [attachable] attached to said first member.

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9. (Amended herein) The display rack as set forth in claim 1 wherein said display rack includes opposed front and rear portions and opposed side portions, said plurality of shelf members associated with said first and second units being positioned so as to present products in a front-to-rear orientation, said display rack further including a plurality of side shelf members removably [attachable] attached to at least some of said plurality of first and second upright support members, said side shelf members being attachable to the side portion of said display rack and presenting products in a side-to-side orientation.

10. (Amended herein) The display rack as set forth in claim 9 wherein at least one of said side shelf members is removably [attachable] attached in a cantilever manner.

11. (Amended herein) The display rack as set forth in claim 1 wherein said first unit includes brace members secured to and extending by and between said first rear positioned upright support members associated with the rear portion thereof to reduce side-to-side flexing of said display rack.

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12. (Amended herein) A display rack comprising:
a plurality of subassemblies, each subassembly including a plurality of front positioned and rear positioned upright support members and a plurality of shelf members attached to respective said upright support members, [[each]] one of said plurality of [subassembly] subassemblies being stackably attachable to another one of said plurality of subassemblies;

each of said upright support members associated with ~~[[each]]~~ one of said subassemblies having opposed end portions, one end portion of each of said upright support members of said one of said subassemblies including a stake member and the opposite end portion of each of said upright support members of said one of said subassemblies including a socket, the stake members associated with the upright support members of said one of said subassemblies being cooperatively receivable within the sockets associated with the upright support members of another one of said subassemblies; and

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[[a]] said plurality of shelf members associated with each of said subassemblies being in vertically spaced relationship, each of said shelf members being removably [attachable] attached to the corresponding upright support members associated with each of said subassemblies, said shelf members being [attachable] attached in either a gravity feed orientation or a substantially ~~flat~~ horizontal orientation with a generally upwardly facing product support.

13. (Amended herein) The display rack as set forth in claim 12 wherein each of said plurality of shelf members includes a product organizer member removably [attachable] attached thereto, said product organizer member including a plurality of wire members, at least some of said wire members defining product receiving channels for guiding products therebetween, at least some of said wire members defining a product retention gate opening at the front of each product channel, each gate opening being dimensioned so as to hold product containers within the corresponding product channel when said shelf members are oriented in a gravity feed orientation.

14. (Amended herein) The display rack as set forth in claim 12 including a plurality of side shelf members, each side shelf member being removably [attachable] attached to at least some of said upright support members associated with each of said subassemblies.

15. (Amended herein) The display rack as set forth in claim 14 wherein each of said side shelf members include at least one bracket member, said at least one bracket member enabling said side shelf members ~~to be mounted~~ being attached to at least some of said upright support members in a cantilever fashion.

16. (Original) The display rack as set forth in claim 12 wherein one of said subassemblies is adapted to rest upon a supporting floor surface.

17. (Amended herein) The display rack as set forth in claim 12 ~~wherein one of said subassemblies is~~ including a header assembly mounted on a top positioned subassembly for carrying advertising indicia ~~thereon~~ on the header assembly.

18. (Amended herein) A display rack comprising:
a base unit subassembly having front, rear and opposed side portions and including a plurality of front and rear positioned upright support members, ^{N/A} said base unit ^{subassembly} including a plurality of shelf members carried by the ^{N/A} base unit ^{N/A} upright support members and ^{N/A} being positioned in one of a generally horizontal or gravity feed orientation, ^{N/A} said base unit ^{N/A} being [adaptable] adapted to rest upon a supporting floor surface;

an upper unit subassembly having front, rear and opposed side portions and including a plurality of front and rear positioned upright support members, ^{N/A} said upper unit ^{N/A} including a plurality of shelf members carried by the ^{N/A} upper unit ^{N/A} upright support members and ^{N/A} being positioned in one of a generally horizontal or gravity feed orientation, ^{N/A} said upper unit ^{N/A} being adaptable for cooperative engagement ^{N/A} with ^{N/A} the base unit ^{N/A} on top of ^{N/A} said base unit;

a header assembly having a plurality of support members associated therewith, said support members being cooperatively engageable with [[the]] upper end portions of at least some of said plurality of ^{N/A} upper unit ^{N/A} upright support members ~~associated with said upper unit,~~

said header assembly including at least one removable panel for displaying advertising indicia thereon;

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at least one shelf member ~~attachable to said base unit and at least one shelf member attachable to said upper unit~~, ^{[[Each]]} each of said shelf members including a removably ~~attachable~~ attached product organizer member which cooperates with said shelf member to align and guide products supported by said shelf members and having a generally upwardly facing product support; and

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at least one side shelf member removably ~~attachable~~ attached to at least one of said base unit ~~to~~ and said upper unit, said at least one side shelf member being attachable removably attached to a side portion of said base unit and said upper unit.

19. (Amended herein) The display rack as set forth in claim 18 wherein the upper end portions of the plurality of ^{W/D} base unit upright support members ~~associated with said base unit~~ include stake members, and wherein the lower end portions of the plurality of ^{W/D} upper unit upright support members ~~associated with said upper unit~~ include receiving sockets, the stake members associated with said base unit being cooperatively receivable within the receiving sockets associated with said upper unit.

20. (Amended herein) The display rack as set forth in claim 18 wherein the upper end portions of the plurality of ^{W/D} base unit upright support members ~~associated with said base unit~~ include receiving sockets, and wherein the lower end portions of the plurality of ^{W/D} upper unit upright support members associated with said upper unit include stake members, the stake members associated with said upper unit being cooperatively receivable within the receiving sockets associated with said base unit.

21. (Amended herein) The display rack as set forth in claim 18 wherein the upper end portions of the plurality of ^{W/D} upper unit upright support members ~~associated with said upper~~

~~unit include stake members, and wherein the lower portions of the plurality of upright support members associated with said header assembly include receiving sockets, the stake members associated with said upper member being cooperatively receivable within the receiving sockets of said header assembly.~~

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22. (Amended herein) The display rack as set forth in claim 18 wherein the upper end portions of the plurality of ^{N/A}~~upper unit~~ upright support members associated with said upper ~~unit~~ include receiving sockets, and wherein the lower portions of the plurality of header assembly upright support members associated with said ~~header assembly~~ include stake members, the stake members ~~associated with said header assembly~~ being cooperatively ~~receivable~~ received within the receiving sockets ~~associated with said upper unit~~.

23. (Original) The display rack as set forth in claim 18 wherein said side shelf members are mounted in a cantilever manner with respect to the side portions of said base unit and said upper unit.

24. (Original) The display rack as set forth in claim 18 wherein said header assembly is substantially rectangular in shape, said header assembly being adaptable to removably receive a display panel on each side of said rectangular configuration.

25. (Original) The display rack as set forth in claim 18 wherein said base unit includes at least one brace member secured to the rear portion thereof to reduce side-to-side flexing of said display rack when said upper unit and said header assembly are attached thereto.